C4722-2

- Industry cool to beer and wine ad ban
- Jurisdiction over T-pole rates still unresolved
- Speculation intensifies over W-A Cable and its sale of the Dallas system
- TBS to begin live transmission of CNN to Europe

CableVision

The news and features weekly of the cable television industry

February 11, 1985

The New York Tim

ffalo of Playboy TV

Rochester are known to be watching the events in Buffalo, where nearly 11,000 people have signed a petition protesting the Playboy Channel.

Viewers have to pay extra if th want the Playboy Channe part of basic

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Playboy TV toning down

THE PLAYBOY CHANNEL, a pay cable network available in many New York suburbs, plans to replace some adult fare such as "Candy Goes to Hollywood" with serious drama and standard comedy, according to "On Cable" magazine.

The network will risk its profitable adult audience and take a "mainstream" approach during prime-time hours, in part to halt its cancelation rate, the magazine reported. One in 10 subscribers cancels each month.

A report in the February "On Cable" quoted Paul Klein, the cable network, founder and

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October 31, 1984

Sex and cable

Toeing the line between demand and outrage

Anti-porn push spread to Californi

By MORRIE GELMAN

Faced with a referendum that would stop its Escondido, Cal., cable system from televising "indecent material," Times Mirror Cable Television late last week was preparing to mail what amounts to a campaign letter.

The letter, earmarked for the some 30,000 cable homes passed in the North San Diego County franchise, warns if Proposition J is approved on the June 5 ballot, cable viewers might not be able to receive movies such as "The Verdict" and "Ordinary People" on pay-per-view

the Coalition for Community Responsibility, a local group, with help from the Citizens for Decency Through Law, a national organization based in Phoenix. It is the latest in a series of such efforts that seem to be spreading across the country.

A similar measure previously was passed in Miami. Also, yet another cable decency drive is being adjudicated in the courts of Utah.

And in Vista, which is near Escondido, another

Words Of Comfort

Hollywood, Oct. 30.

Jack Valenti, president of the Motion Picture Assn. of America, Thursday (25) repeated his familiar refrain against recent FCC decisions affecting the tv marketplace. At the same time he emphasized "I wan

By JA

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If Octob
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ke in the New York market,
NBC-TV's "Live At 5" will con-
nue to lead at 5 p.m.; WABC and
CBS will slug it out at 6; WCBS
ll own prime-access time with
Wheel Of Fortune," and the 11
n. local news is too close to call.
WNBC once had the 5 p.m. soft-
's category all to itself, but dur-
the past two years, its two o&o
s have also fielded puff stuff in
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WNBC ahead

Can Mayor's TV-Watching Habits His Citizens' Moral Fiber?

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Leading the week.....11-23

Beer/wine ban

Although the growing move to ban beer and wine advertising on television and radio has "turned into a runaway freight train," in the words of U.S. Sen. Paula Hawkins, R-Fla., the cable industry has yet to rally behind the issue. And while cable programming networks would suffer a significant loss of advertising revenue due to such a ban, the National Cable TV Association has not yet begun lobbying efforts which would pre-empt legislative action.

Warner Amex buyout

With Warner Amex Cable Communications welcoming offers to buy its Dallas system, speculation about the cable firm's ultimate fate intensified last week with the *Wall Street Journal* reporting that a buyout of the American Express interest appeared imminent.

States scramble for T-pole rate jurisdiction

Utility regulatory agencies in several states are scrambling to develop laws that guarantee state jurisdiction over pole attachment rates assessed to cable operators in the wake of the Cable Communications Policy Act of 1984—much to the dismay of the operators.

Canaan TVRO venture

New York-based Canaan Communications is attempting to form a cable programming package that would be scrambled and sold to backyard dish-equipped households.

CNN in Europe

Turner Broadcasting System will begin live transmission of Cable News Network to Europe in mid-September via Comsat's Intelsat V.

TCI poised to buy USCI

As speculation continues to mount around the fate of United Satellite Communications Inc.'s Ku-band direct broadcast satellite venture, Tele-Communications Inc. has emerged as most likely to salvage the ailing operation. Industry analysts suggest several motives behind TCI's interest in the DBS service.

COST, NCTA fight piracy

A consumer media campaign touching on cable communications policy and piracy law ramifications is in the works between the Coalition Opposing Signal Theft and the National Cable Television Association, with the result premiering later this year.

W & S Systems Co. to begin testing

Westinghouse and Sanyo's joint cable equipment venture, now known as W & S Systems Co., will begin field tests of its stereo module and accompanying 550 MHz addressable converter in 10 systems before the end of the month. Two MSO contracts are also nearing completion.

FCC delays imposition of MTS must-carry

The Federal Communications Commission will not require cable systems to retransmit multichannel TV sound any time in the near future, according to an aide to FCC Chairman Mark Fowler. The decision to postpone a consideration reflects a growing commission consensus not to impose MTS must-carry until an adequate market demand for stereo TV exists.

Sportsvue throws in towel

Sports team owners in Milwaukee close down Sportsvue Cable Network, a pay channel that accumulated about $3.5 million in operating losses and only 16,000 households over the last 10 months.

Rogers' Minneapolis system wants relief

City cable officials in Minneapolis are examining financial documents provided by Rogers Cablesystems in order to set the stage for franchise relief negotiations in that city.

Justice Dept. rules on C&P's role in D.C. cable system

The U.S. Dept. of Justice rules that C&P's proposal to build and maintain the D.C. cable system would not violate provisions of the Modified Final Judgment governing the breakup of AT&T.

Features

Sex on cable

Cable programmers search for that happy medium with regard to cablecasting the titillating. They're faced with the tall task of both satiating consumer demand and assuaging those who strongly object to such material. Steve Weinstein zeroes in on the facts and nuances of sex on cable. See pages 28-32.

Home banking

As home banking services blossom and consumer acceptance grows, cable may find itself playing a bigger role in this new technology. Associate Editor John Wolfe tells us why on pages 34 and 35.

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Reviewer Robert DiMatteo likes the latest production by Showtime's *Faerie Tale Theatre*. He believes *Three Little Pigs* is "always at least on the edge of parody and up to its chinny-chin-chin in puns."

Shelley Duvall, executive producer and star of 'Faerie Tale Theatre.'

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Franchising calendar

This chart examines the franchise status of communities since January 1985.

California
Chino—BuenaVision franchise agreement revoked. Accepting proposals. (12,000 homes).
Claremont—Group W withdrew proposal. Ordinance revised to reflect new legislation. Revision of RFP to be considered by City Council.
East Yolo—conforming proposals from Cablevision, Sonics, Yolo Communications and Federal Communications Inc. to new act. Reducing each application to contract language.
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. until April (23,000 homes).
Rosemead—soliciting franchise proposals (13,114 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware
Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia
Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois
Chicago—Area I, agreement with Communications and Cable to be presented to City Council (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV award to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V award to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited 12/27/84 (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated negotiations with Multimedia (260 homes).

Kentucky
Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—no response to RFP.

Maryland
Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts
Belchertown—beginning negotiations with Clearview Cablevision Inc.
Belmont—municipal ownership approved by general court, issued RFP (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—public hearings finished. City manager awaiting report from consultants reviewing proposals from American Cablesystems, Cambridge Cablevision Corp. and Cable Plus. (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—reviewing proposals from Nashoba and United Cable.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated. Proposals due 5/1/85.
Marblehead—award to Continental Cable 12/84.
Medfield—preliminary award to Massachusetts Cablevision Systems 10/84 (3,400 homes).
Mendon—signed final contract with Massachusetts Cablevision Systems Inc. 1/7//85 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—readvertising for proposals (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/29/84 (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan
Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota
Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/9/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).

Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—evaluating proposals from North American Cable Communications and Rite Cable (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—received one proposal from Group W. Group W currently under a non-exclusive franchise until 1991. (22,000 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—cable committee has recommended Continental Cable to Board of Selectmen. Board will vote in March to negotiate final agreement.

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—NewChannels denied award; future uncertain.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Norwich—terminated franchising process (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—RFPs issued, bids due 3/15/85.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—city commissioner to vote late February on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—award to Bellevue Cablevision Inc.; appealed before Rhode Island Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FP, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/ Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/ New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/ New Bedford	OP/OP
34.	Orlando/ Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/ Kalamazoo/ Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/ Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/ Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.